How Young Leaders' Social Media Strategies Shape Public Emotion: A Systematic Literature Review

Syibly Adam Firmanda[1], Reza Fathurrahman[2]
[1]Universitas Indonesia, Depok, Indonesia, syibly.adam@ui.ac.id
[2]Universitas Indonesia, Depok, Indonesia, rezafathurrahman@ui.ac.id

Corresponding Author: syibly.adam@ui.ac.id[1]

Abstract: This study investigates how young leaders utilize social media as a strategic communication tool to influence public emotion within digital political environments. Employing a Systematic Literature Review (SLR) approach and guided by the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) framework, 15 peer-reviewed journal articles published between 2015 and 2024 were critically reviewed. The findings are categorized into four major themes: political engagement, emotional mobilization, public trust, and crisis communication. The analysis reveals that young leaders strategically use emotional narratives such as anger, hope, fear, and solidarity to shape public sentiment, mobilize action, and foster trust, especially during times of sociopolitical unrest and public health crises. Additionally, the study emphasizes the challenges posed by disinformation and the importance of authenticity, emotional tone, and adaptive messaging in digital leadership. This research contributes to the discourse on youth political communication by proposing the need for emotion-centered strategic frameworks to guide impactful and responsible social media engagement.

Keyword: Young leaders, Social Media Strategy, Public Emotion, Emotional Dynamics

INTRODUCTION

Social media has become a fundamental part of modern leadership, particularly in shaping how young leaders communicate with the public and influence collective emotional climates. For young leaders those in the early stages of their political or public service careers digital platforms present unique strategic opportunities to build visibility, craft a personal brand, and engage directly with citizens. These platforms allow for high-speed communication, real-time emotional feedback, and the proliferation of personal narratives features largely absent from traditional political communication. According to (Effing & Spil, 2016), the strategic use of social media involves aligning platform-specific objectives with broader organizational or leadership goals to enable targeted, measurable, and emotionally impactful engagement. Such strategies are increasingly becoming a core element of how young leaders navigate the emotional terrain of contemporary public life.

Unlike conventional political figures who often relied on structured, mediated messaging, young leaders frequently adopt a more informal, emotionally expressive, and transparent style

of communication. This is not simply a shift in presentation but signals a deeper transformation in leadership one that values emotional intelligence, relational authenticity, and empathetic connection with followers. (Enli & Rosenberg, 2018) highlight that perceived authenticity on social media is a key driver of public trust, especially among youth-driven and emotionally motivated constituencies. In this sense, young leaders' ability to evoke emotional responses through digital storytelling plays a crucial role in shaping how they are trusted and followed.

At the same time, public emotion especially trust in leadership and institutions is increasingly fragile in a digitally saturated sociopolitical climate. Political polarization, disinformation, and eroding confidence in traditional authorities have created an emotionally volatile environment where trust must be actively cultivated. As (Papp et al., 2020) explain, trust in government today is deeply intertwined with digital sentiment, in which public emotions expressed online often mirror broader civic attitudes. Social media thus becomes a double-edged sword for young leaders: while it enables emotionally resonant engagement, it also amplifies exposure to emotional backlash, scrutiny, and misinformation, as emphasized by Szebeni (2024).

The emotional dynamics of public trust are not only a matter of message content but also of how emotionally charged communication unfolds in real-time. (Garrett & Alvey, 2021) argue that emotions like outrage, empathy, and solidarity play formative roles in building civic identity and trust in leadership. Through emotional framing, participatory storytelling, and algorithmic amplification, young leaders can shape emotional responses that influence how they are perceived by the public. Authenticity, particularly when it involves vulnerability or sharing personal narratives, is a powerful emotional tool in this process. (Naskar et al., 2020) further show how emotionally expressive content on platforms like Twitter can dynamically sway public sentiment, especially during political turning points or crises.

In addition to these dynamics, young leaders' social media strategies directly shape public emotions through several mechanisms that have emerged in recent studies. Leaders' expressions of socially engaging emotions such as happiness or gratitude on social media have been shown to reduce social distance with followers, fostering a sense of community and closeness. Conversely, socially disengaging emotions like anger or contempt tend to increase distance and may alienate audiences (Brosi & Schuth, 2020). In the context of digital diplomacy, emotionally charged messages can also influence public perception and even diplomatic relations, underlining the broader impact of emotional expression (Duncombe, 2019). During times of crisis, genuine emotional displays especially fear are often more effective than controlled or inauthentic responses, as they reduce negative affect and reinforce trust. Positive emotions like trust and optimism further support the smooth dissemination of crisis information (Schmodde & Wehner, 2023).

Social media also enables a feedback loop in which follower reactionssuch as supportive comments or content virality can shape how leaders communicate in subsequent posts. This interactive emotional exchange encourages leaders to refine their digital presence in real-time to maintain engagement (Yang & Sun, 2024). As part of this process, young leaders often engage in emotional labor, carefully managing what emotions they express and when. Strategies such as controlling the timing of posts or maintaining emotional distance are part of this image management (Au & Chew, 2017). Furthermore, leaders' emotional strategies can influence follower performance: while positive emotional strategies tend to improve followers' task performance, negative emotional content may create emotional strain without necessarily diminishing performance outcomes (Vasquez et al., 2020).

While numerous studies have explored political communication, social media strategies, and public trust independently, few have examined their intersection from the perspective of young leadership. Even fewer have paid sufficient attention to the emotional mechanisms that underpin this relationship. For example, (Costa et al., 2015) demonstrated how emotional expression during mass digital mobilizations such as the Brazilian protests served not just to air

grievances, but to forge emotional solidarity and collective identity. These findings resonate strongly with how young leaders today use social media to shape public emotion and mobilize support.

This study addresses that gap by conducting a Systematic Literature Review (SLR) using the PRISMA approach, aiming to synthesize academic insights on how the social media strategies of young leaders shape public emotion. The review identifies key emotional dynamics such as emotional framing, strategic authenticity, and participatory engagement that influence trust in leadership. In doing so, this paper not only advances theoretical understanding in the fields of digital leadership and political emotion but also offers practical guidance for young leaders, communication advisors, and digital strategists seeking to foster emotionally grounded and trust-based public relationships.

Theoretical Base

Young leaders are often seen as possessing creative minds capable of thinking outside the box to address evolving challenges and meet community needs (Chavez et al, 2024). They bring new perspectives and dynamic approaches to contemporary issues (Chavez et al, 2024). Young leaders contribute to their communities by engaging in organizational leadership, which benefits both the individuals and the organizations involved (Hornyak, 2022). Essential skills for young leaders include social and emotional intelligence, collaboration, vision articulation, and subject knowledge (Redmond & Dolan, 2016). Young leaders often take on various roles such as trusted friends, mentors, or authoritative figures, which can enhance their effectiveness in different situations. Despite their potential, young leaders often face challenges such as a lack of experience and limited resources, which can hinder their effectiveness (Saputra & Kamilah, 2024). When young individuals are supported through inclusive leadership structures and capacity-building initiatives, they are more likely to innovate, inspire, and influence positive social change (Kouzes & Posner, 2023).

A well-defined social media strategy is essential for organizations to effectively leverage social media platforms for marketing and business success (Faraoni et al., 2017). It involves setting clear goals, understanding the target audience, choosing the right channels, creating engaging content, allocating resources, establishing policies, and continuously monitoring and adjusting the strategy based on performance data (Demirgüneq, 2023). By following these steps, organizations can build strong relationships with their audience and achieve their desired outcomes through social media (Effing & Spil, 2016). Utilizing analytics tools to track user engagement, sentiment, and conversion rates allows organizations to refine their content and timing for maximum impact (Chaffey & Ellis-Chadwick, 2019). Strategic use of social media also supports real-time interaction, enabling brands to respond promptly to customer feedback and trends, which enhances brand loyalty and competitive advantage (Tuten, 2023).

Emotions play a crucial role in shaping political discourse and public opinion. They can influence how people perceive political events and leaders, as well as their engagement in social movements (Cíbik, 2022) Public emotions arise from collective experiences and interactions. They can be seen in the shared emotional responses to events, rituals, and public performances (Ringmar, 2018). The expression of public emotions can vary over time and in different contexts. For example, during crises, public emotions can evolve from initial chaotic expressions to more stable states (An, L., et al, 2022). Public emotions can significantly impact political behavior and public opinion. For instance, emotions evoked by political ads can influence voting intentions (Seibt et al., 2019). Understanding public emotions during crises, such as the COVID-19 pandemic, can help in effective risk communication and policy-making (Rahmanti et al., 2021). The virality of emotionally charged posts contributes to the formation of affective publics—networks of individuals who come together around shared emotional expressions in response to political issues (Wahl-Jorgensen, 2019).

Emotional dynamics refer to the patterns and regularities with which emotions fluctuate over time, including their experiential, physiological, and behavioral components (Kuppens, 2015). This field explores how emotions change, the underlying mechanisms, and the consequences for psychological well-being (Kuppens, 2017). Emotions are inherently dynamic and change over time, which is crucial for their adaptive function in guiding interactions with the environment (Provenzano et al., 2018).Emotional instability (size of emotional changes) and emotional inertia (persistence of emotions) are significant features of emotional dynamics, influencing psychological and social functioning (Provenzano et al., 2018). Understanding emotional dynamics is particularly important in organizational and interpersonal contexts, where the ability to regulate and adapt emotional responses can significantly impact outcomes such as job performance, relationship quality, and mental health (Houben et al., 2015).

METHOD

This research was conducted using qualitative research methods, specifically employing the PRISMA framework Preferred Reporting Items for Systematic Reviews and Meta-Analyses as a structured approach to the literature review process. PRISMA outlines four key stages of a systematic literature review (SLR), namely: (1) pre-SLR, (2) identification, (3) screening, and (4) eligibility (Page et al., 2021). As a methodological guideline, PRISMA enhances the transparency, accuracy, and completeness of systematic reviews by offering a clear reporting structure that allows for critical evaluation and replication of the review process. PRISMA is particularly valuable in the context of interdisciplinary research areas such as the influence of social media strategies on public emotion, where relevant literature may span across fields like communication studies, political science, psychology, and media studies. By using this framework, the researcher ensures that the process of identifying, filtering, and synthesizing relevant publications especially those related to young leaders and their emotional impact on digital audiences is carried out in a rigorous and replicable manner. In this study, the PRISMA method helped to systematize the review of scholarly works on how young leaders shape emotional dynamics in public discourse through social media platforms. The structured steps of PRISMA made it possible to reduce bias in literature selection and improve the validity of the findings by focusing only on publications that meet clearly defined inclusion criteria. Additionally, the integration of thematic coding during the data extraction phase enables deeper insights into how emotional narratives and digital leadership strategies are constructed and perceived by the public.

Pre-SLR

This phase focuses on formulating specific research questions and obtaining literature for validation. The literature sources refer to databases used to identify scholarly works related to young leaders, social media strategies, and public emotional dynamics. Google Scholar is a widely used search engine that helps scholars access scientific works such as journal articles, including those published in both globally and nationally indexed journals like Shinta (Allo, 2020). These databases support a systematic exploration of how social media is strategically used by emerging leaders and how such usage correlates with shifts in public emotional responses.By utilizing credible and accessible sources, researchers are able to trace patterns, narratives, and digital behaviors across a wide array of studies, ensuring that the review captures both global and local perspectives. This is especially important in examining how young leaders emotionally engage their audiences through content strategies that are often shaped by political goals, social movements, or public discourse. Access to diverse and reliable academic references helps ensure the validity, transparency, and replicability of systematic reviews (Page et al., 2021; Booth et al., 2021). In doing so, the research can construct a more nuanced understanding of how emotional dynamics are mobilized in digital political environments.

Identification

For this study, the initial identification process yielded the following results. In the basic search, "Young Leaders" returned 17,900 publications, which narrowed down to 644 relevant publications after applying advanced search filters. The search for "Social Media Strategy" initially resulted in 46,200 publications, with the advanced search yielding 2,060 publications. Similarly, the keyword "Public Emotion" returned 17,800 publications in the basic search, and after refining the search, 378 relevant publications were identified. Lastly, "Emotional Dynamics" produced 17,900 publications in the basic search, which was refined to 781 relevant articles after the advanced search. The total number of articles identified through the basic search was 99,800, but after applying advanced search filters, this number was significantly reduced to 3,863 publications. These results demonstrate the narrowing down of the literature pool through more refined criteria, ensuring that the review focuses on the most relevant and specific works related to the study's core themes.

Table 1. Search Strings on Google Scholar

Data Base	Basic Search	Advanced Search
Google Scholar	Young Leaders (n= 17.900)	Young Leaders (n= 644)
	Social Media Strategy (n= 46.200)	Social Media Strategy (n= 2.060)
	Public Emotion (n= 17.800)	Public Emotion (n= 378)
	Emotional Dynamics (n= 17.900)	Emotional Dynamics (n= 781)
Total	99,800 articles	3,863 articles

Source: Adapted from Google Scholar (2025)

Screening

The screening process is carried out by establishing inclusion and exclusion criteria with the aim of eliminating irrelevant or duplicate articles. Initially, all articles were collated and reviewed in a Microsoft Excel worksheet to remove identical articles (Bree & Gallagher, 2016). From the screening results using the criteria for year, type of document, type of source, language, locus, and type of access, there were a total of 500 publications with details of 500 publications from Google Scholar that passed the screening stage (table 2).

Table 2. The Search Configuration on Google Scholar

Criteria	Inclusion	Exclusion
Years	2015-2024	Publication before 2012
Document Type	Articles	Other than articles
Source Type	Journals	Other than journals
Language	English, Indonesian	Other than English and Indonesian
Access type	Open Access & Close Access	
Locus	Indonesia	
Total Publication	Google Scholar (n= 500)	

Source: Adapted from Google Scholar (2025)

Eligibility

A total of 500 articles were initially identified from database searches and manually screened based on predefined eligibility criteria (Bramer et al., 2017). During this initial phase, all articles were thoroughly reviewed to assess their content and quality. Of these, 200 duplicate records were removed, 50 were excluded by automation tools, and 10 were removed for other reasons. The remaining 240 records were screened, resulting in the exclusion of 180 articles that did not meet the inclusion criteria. Sixty full-text reports were retrieved for further assessment, but 10 could not be accessed. Of the 50 reports assessed for eligibility, 35 were

excluded due to irrelevant topics (n = 15), lack of empirical data (n = 10), or poor methodological quality (n = 10). Ultimately, 15 studies were deemed relevant and included in the final review for further analysis (see Figure 1).
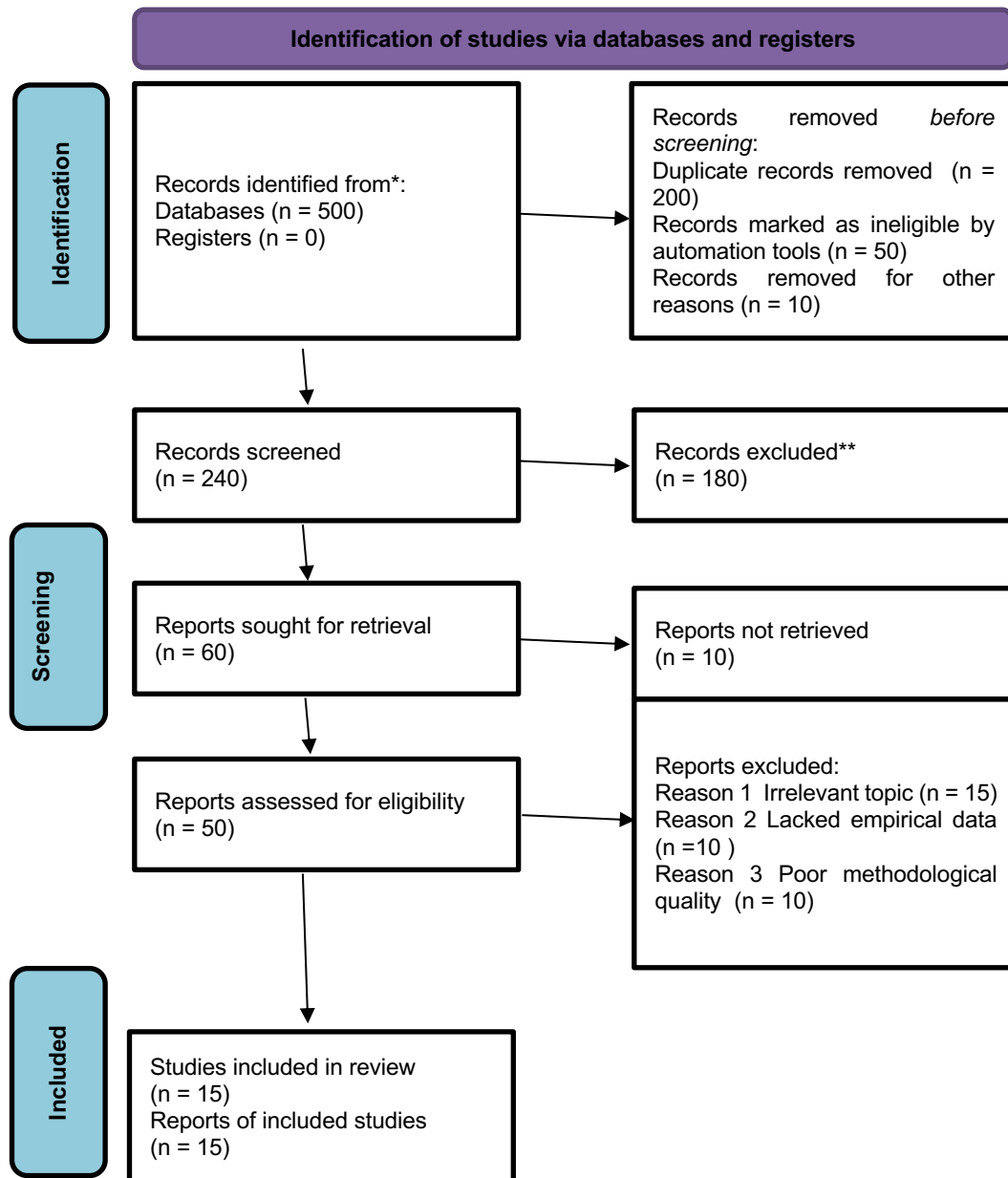

Figure 1. Diagram Flow PRISMA

Data and Analysis

After going through a thorough database search as shown in Fig. 1, 15 articles have been examined by reviewing the abstracts and evaluating the contents of the selected publications. Qualitative synthesis is then carried out using thematic analysis, which involves three approaches: identifying, analyzing, and reporting data patterns and themes as valid reflections of the entire dataset. The last step, the data will be analyzed according to typology to create themes and subtopics.

RESULTS AND DISCUSSION

In the results and discussion section, the findings from the 15 selected journal articles are categorized into three major themes aligned with the study's objective: 1) how young leaders utilize social media as a strategic communication tool, 2) how these strategies influence public

emotion, and 3) the dynamic patterns of emotional response emerging from digital interactions. From these themes, five analytical subtopics are identified to deepen the discussion: the types of emotional responses triggered by leaders' online messaging, the actors involved in shaping emotional discourse, the strategic role of young leaders in managing digital narratives, the forms of emotional communication used in social media platforms, and the process of emotional shifts over time. These findings reflect how social media is not only used for information dissemination but also plays a significant role in shaping emotional climates in society, particularly when driven by young and visible public figures.

Table 3. The synthesis of how young leaders' social media strategies shape public emotion (2015–2024)

Author	Main Theme	Focus Area	Social Media Strategy	Young Leaders	Public Emotion	Emotional Dynamics
Costa et al. (2015)	Protest & Emotion	Brazil Protests	✓	✓	✓	✓
Effing & Spil (2016)	Strategy Evaluation	Government Use	✓			
Enli & Rosenberg (2018)	Trust & Authenticity	Populist Leaders	✓	✓	✓	
Felix et al. (2017)	Marketing Framework	Brand Communication	✓		✓	
Garrett & Alvey (2021)	Political Emotion	Online Debate			✓	✓
Naskar et al. (2020)	Twitter Sentiment	Public Reaction			✓	✓
Papp et al. (2020)	Trust Analysis	US Gov Trust			✓	✓
Rahbarqazi & Ebrahimi (2024)	Political Distrust	Protest Motivation			✓	✓
Szebeni (2024)	Disinformation	Hungary Politics		✓	✓	✓
Busher et al. (2018)	Backlash Politics	Emotion Types		✓	✓	✓
Zhou et al. (2023)	Crisis Communication	COVID-19	✓		✓	✓
Shahbazi & Bunker (2024)	Misinformation	Crisis & Trust	✓		✓	

Zhai et al. (2022)	Panic & Information	Infodemic	✓		✓	✓
Zhang et al. (2024)	Trust Typology	Social Media Survey	✓		✓	✓
Dyer & Kolic (2020)	Risk & Emotion	COVID-19			✓	✓

Sources: analyzed from multiple sources by the Author (2025)

Based on the qualitative synthesis of 15 selected publications, the authors identified several thematic areas where young leaders' use of social media plays a pivotal role in shaping public emotional responses. These areas are clustered into four main fields: political engagement, emotional mobilization, public trust and perception, and crisis communication. The first prominent field is political engagement and activism, where social media becomes a platform for mobilizing public support, influencing political discourse, and creating emotional resonance with specific ideologies or movements. Studies within this area highlight how leaders leverage emotional narratives to foster collective identity and action. The second field is emotional mobilization in sociopolitical contexts, where leaders intentionally or unintentionally trigger emotional responses such as anger, hope, fear, or solidarity. The emotional dynamics explored in this field are strongly tied to strategic communication during protests, campaigns, or social movements. Another important area is public trust and perception of government or authority figures, especially during periods of instability or crisis. Several studies explore how leaders' authenticity, transparency, and message framing on social media influence public trust levels, shaping whether emotions like reassurance or skepticism dominate public discourse. Finally, the area of crisis communication and risk perception is also identified. In this domain, leaders' strategies are closely linked to how the public emotionally reacts during global health crises, disinformation waves, or national emergencies. The emotional climate created through strategic messaging can significantly impact behavior, from compliance with health protocols to participation in civic actions. These four areas form the analytical basis for understanding how young leaders' social media strategies contribute to shaping and managing public emotion in digital political spaces. Each field offers a unique lens through which emotional dynamics unfold, as reflected in the diverse empirical contexts and methodological approaches found in the 15 reviewed studies. The complete breakdown of these sectors based on the reviewed literature published between 2015 and 2024 is presented in Table 4.

Table 4. The synthesis of Area/Field of strategy influence from young leaders' social media on public emotion (2015–2024)

No	Area/Field of Influence	Author
1	Political Engagement	Enli & Rosenberg (2018), Rahbarqazi & Ebrahimi (2024), Busher et al. (2018)
2	Emotional Mobilization	Costa et al. (2015), Garrett & Alvey (2021), Naskar et al. (2020)
3	Public Trust & Perception	Papp et al. (2020), Shahbazi & Bunker (2024), Zhang et al. (2024)
4	Crisis Communication	Dyer & Kolic (2020), Zhai et al. (2022), Zhou et al. (2023)
5	Social Media Strategy & Influence Design	Effing & Spil (2016), Felix et al. (2017), Szebeni (2024)

Sources: analyzed from multiple sources by the Author (2025)

The fifteen selected articles were critically reviewed and analyzed to extract key insights into how young leaders strategically utilize social media to influence the emotional dynamics of public trust. Each study was assessed according to several core elements: the author(s) and publication year, the research title, stated research objectives, methodological approach, theoretical frameworks or main variables, key findings, as well as the strengths and limitations as reported by the respective authors. The following table presents a detailed comparative overview of each of the 15 reviewed studies.

Table 5. Systematic Literature Review

No	Author & Research Title	Research Objectives	Research Methods	Main Variables/Concepts	Findings	Strengths & Limitations
1	Costa, J. M. R., Rotabi, R., Murnane, E. L., & Choudhury, T. (2015). It is not only about grievances: Emotional dynamics in social media during the Brazilian protests.	To analyze emotional dynamics expressed on Twitter during the 2013 Brazilian protests and how social media activity relates to protest intensity and emotional motivation.	Computational social science: data mining of 42 million tweets; sentiment analysis using Naive Bayes; hashtag network analysis and SVM-based classification.	Emotional dynamics, protest participation, sentiment classification, Twitter activity, social mobilization.	Protest-related tweets reflected both negative (anger, outrage) and positive emotions (hope, pride, humor). Peaks in emotional tweets aligned with peak protest activity. Humor and patriotism were found to increase emotional resonance and engagement.	Strengths: Large-scale dataset (42M tweets), combination of machine learning and qualitative sentiment coding. Limitations: Focuses only on Twitter; may not represent offline protesters; limited to Brazilian context.
2	Effing, R., & Spil, T. A. M. (2016). The social strategy cone: Towards a framework for evaluating social media strategies.	To develop a conceptual framework (the Social Strategy Cone) for evaluating the comprehensiveness and maturity of organizational social media strategies.	Systematic literature review + case studies of 9 organizations + 21 semi-structured interviews.	Social media strategy, strategy maturity (initiation, diffusion, maturity), social strategy cone, organizational communication.	Introduced the "Social Strategy Cone" with 7 key elements across three maturity stages: initiation (target audience, channel), diffusion (goals, resources, policy), and maturity (monitoring, content activity). Most organizations remained in early stages; few reached maturity.	Strengths: Conceptual innovation, practical framework, empirical validation from multiple real cases. Limitations: Lacks linkage between strategy maturity and measurable outcomes; framework not yet tested for effectiveness on organizational performance.
3	Enli, G., & Rosenberg, L. T. (2018). Trust in the age of social media: Populist	To examine how voters perceive political trust and honesty across different media	Quantitative survey of 1,013 Norwegian citizens using web-based	Political trust, honesty, realness (authenticity), media format (social media, interviews, talk	Politicians are seen as more honest and authentic on social media and opinion pieces compared to	Strengths: Novel cross-analysis of media trust and political

	politicians seem more authentic.	formats, and how media context affects perceived authenticity and trustworthiness of politicians.	questionnaire; Likert scale and ranking methods.	shows), populist vs. traditional politicians.	traditional formats like news interviews and talk shows. Populist and female politicians are often perceived as more authentic. Younger voters show higher trust via social media.	trust, practical insight for strategic communication. Limitations: Conducted only in Norway; concepts like "honest" and "real" open to subjective interpretation; lacks control for respondents' political preferences.
4	Felix, R., Rauschnabel, P. A., & Hinsch, C. (2017). Elements of strategic social media marketing: A holistic framework.	To develop a comprehensive and theory-based framework that conceptualizes strategic social media marketing across key dimensions for business application.	Qualitative theory-building approach using literature review and expert interviews.	Strategic social media marketing; four dimensions: scope, culture, structure, governance.	Identified four interdependent dimensions: (1) Scope (defender vs. explorer), (2) Culture (conservatism vs. modernism), (3) Structure (hierarchies vs. networks), (4) Governance (autocracy vs. anarchy). The framework allows organizations to position themselves based on strategic orientation.	Strengths: Conceptual innovation offering holistic model; highly applicable for business strategy. Limitations: Qualitative in nature; lacks quantitative validation; informants mostly from European context; not tested for outcome impacts (e.g., engagement or ROI).
5	Garrett, H. J., & Alvey, E. (2021). Exploring the emotional dynamics of a political discussion.	To analyze how emotional content is expressed, performed, and communicated in a classroom political discussion, particularly in relation to controversial social issues.	Qualitative classroom discourse analysis; observational and interpretive methods in a secondary school setting.	Emotional dynamics, political discussion, affective registers, student expression, democratic education.	Identified three emotional registers aggression, withholding, and reversal that shaped how students communicated political views. Emotions were found to be integral, not peripheral, to political discourse.	Strengths: Rich contextual insight into emotion within political discussions; highlights complexity of student expression. Limitations: Limited generalizability due to single classroom context; focused only

					on youth, not general public or digital environments.
6	Naskar, D., Singh, S. R., Kumar, D., Nandi, S., & Onaindia, E. (2020). Emotion dynamics of public opinions on Twitter	To examine how public emotions change over time on Twitter, how they influence individual user emotions, and how social dynamics affect emotional opinion shifts.	Computational analysis using a dataset of 17.65 million tweets from 69.36K users; emotion classification, transition modeling, and influence estimation.	Emotion transition, opinion dynamics, social influence, retweet effect, Twitter sentiment.	63% of users changed their emotional state over time; tweets from member communities were more influential than others; retweets had stronger emotional impact than hashtags, mentions, or replies; users in highly negative states were more likely to shift emotions.	Strengths: Large-scale empirical dataset; clear modeling of emotional flow and transitions. Limitations: Limited to Twitter as a platform; emotion categories may oversimplify nuanced sentiments; context-specific topics may not generalize across all issues.
7	Papp, G., El-Gayar, O., & Lovaas, P. (2020). Citizen trust in the United States government: Twitter analytics measuring trust in government sentiments.	To explore how social media analytics can be used to measure, predict, or influence public trust sentiments toward the U.S. government based on Twitter discourse.	Exploratory study using Twitter analytics via Crimson Hexagon (Forsight platform); text mining and sentiment classification on 49.9 million tweets (2014–2019).	Behavioral trust, operational trust, institutional trust; sentiment analysis; political opinion on Twitter.	Found a rise in volume of trust-related discourse, with negative sentimentespecially institutional distrust growing over time. Behavioral trust had the highest share of voice. Tweets mentioning political figures had higher emotional load than those referencing institutions or processes.	Strengths: Massive dataset (nearly 50M tweets); novel unsupervised classification of government trust types; clear framework distinguishing trust dimensions. Limitations: Focused only on Twitter (excluding other social platforms); difficulty in isolating institutional/operational trust tweets; exploratory in nature with no causal modeling.
8	Rahbarqazi, M., & Ebrahimi, M. (2024). Analyzing	To examine how perceived corruption and	Quantitative study using secondary data	Political distrust, perceived corruption,	Political distrust significantly mediates the effect	Strengths: Uses nationally

#						
	political distrust as a driving factor for protesting political actions in the context of security threats and political corruption.	security threats influence political protest behavior, and how political distrust mediates this relationship in Iran.	from the World Values Survey (Wave 7); data analyzed using PLS-SEM (SmartPLS).	perceived security threats, protest actions.	of perceived corruption and security threats on protest behavior. Corruption has a stronger effect on distrust than on direct participation. The model explains 10.8% variance in political protest behavior.	representative survey data; robust statistical modeling using PLS-SEM; highlights trust as a key mediating mechanism. Limitations: Focus limited to Iranian context; political participation variable had slightly lower validity; indirect effects stronger than direct paths.
9	Szebeni, Z. (2024). The truth always comes out: Disinformation and the dynamics of truth in Hungary's sociopolitical landscape	To examine how psychological and sociopolitical factors influence susceptibility to disinformation and how truth is socially constructed in authoritarian political contexts like Hungary.	Mixed-method approach: (1) quantitative survey (N = 295); (2) person-centered profiling; (3) Discourse-Historical Analysis (DHA) of Facebook discussions.	Disinformation belief, conspiracy mentality, institutional trust/distrust, political identity, motivated reasoning, truth construction.	Disinformation belief is shaped by ideological bias, low institutional trust, and historical narratives. Facebook discourse reveals rhetorical strategies that construct truth in polarizing environments. Distrust—along with trust—can increase disinformation susceptibility.	Strengths: Multimethod design combining statistical and qualitative insights; novel application of Realist Social Constructionism (RSC); rich contextual insight from Hungary. Limitations: Context-specific to Hungary; small sample size in quantitative phase; complex constructs like "truth" are difficult to standardize across cultures.
10	Busher, J., Giurlando, P., & Sullivan, G. B. (2018). Introduction: The emotional dynamics of	To explore the complex emotional dynamics in backlash politics, going beyond dominant	Qualitative conceptual analysis; theoretical synthesis and case-based discussion.	Emotional dynamics, backlash politics, collective behavior, emotion clusters (beyond fear and anger).	Emotions in backlash politics are rarely isolated; instead, they work in clusters (e.g., loss + betrayal, pride +	Strength: Provides a nuanced framework for studying emotional clusters in

					indignation). Emotions shape both political identity and action.	political mobilization. Limitation: Primarily theoretical; lacks large-scale empirical testing.
11	Zhou, S., Yang, X., Wang, Y., Zheng, X., & Zhang, Z. (2023). Affective agenda dynamics on social media: interactions of emotional content posted by the public, government, and media during the COVID-19 pandemic.	To examine emotional interactions among public, government, and media on Sina Weibo during the first 6 months of COVID-19 and explore how each actor's emotional content influences the others.	Big data sentiment analysis using lexicon-based and machine-learning methods on 231,417 posts (public, media, government); VAR model and Granger causality test for agenda dynamics.	Affective agenda, emotional contagion, public sentiment, government communication, media emotion, COVID-19 crisis.	Government posts influenced media emotion, which then influenced public emotion. Positive sentiment dominated in government and media, while public sentiment was more neutral. VAR and Granger tests confirmed sequential emotional effects.	Strengths: Combines lexicon-based and machine-learning analysis; large dataset; multi-actor model (gov–media–public); real-time crisis context. Limitations: Censorship bias in Weibo posts; lexicon methods may miss nuanced emotional contexts; Granger causality reflects prediction, not definitive causation.
12	Shahbazi, M., & Bunker, D. (2024). Social media trust: Fighting misinformation in the time of crisis.	To investigate how social media platforms are used by crisis response agencies to mitigate misinformation and maintain public trust during crises like the COVID-19 pandemic.	To investigate how social media platforms are used by crisis response agencies to mitigate misinformation and maintain public trust during crises like the COVID-19 pandemic.	Facebook pages; field interviews with agency representatives; analytical lens: Shared Situational Awareness (SSA) framework. Misinformation, social media trust, Shared Situational Awareness (SSA), digital crisis communication, technology use in emergencies.	Effective use of social media requires adaptable, transparent communication strategies to build trust. Proactive clarification and responsive messaging can mitigate infodemics. Risks include inconsistent information and over-reliance on digital platforms.	Strengths: Combines qualitative field insights with real-world digital content analysis; practical framework for trust-based crisis communication. Limitations: Focused only on Facebook; regional bias from case context; lacks large-scale empirical validation.
13	Zhai, S., Li, Y. J., & Chi, M. (2022). The impact of	To investigate how the quality of government	Mixed methods: focus group interviews	Information Quality of GSM, Pandemic Prevention	(1) Information quality alone does not directly reduce	Strengths: Timely data from early

	government social media information quality on public panic during the infodemic.	social media (GSM) information and local government trust influence public panic during the COVID-19 infodemic using the Elaboration Likelihood Model (ELM).	(n=5) and survey (n=226 valid respondents) in Wuhan, China. Data analyzed using ELM framework and statistical analysis.	Knowledge, Local Government Trust (Ability, Benevolence, Integrity), Public Panic	panic but improves trust and knowledge. (2) Pandemic prevention knowledge mediates the effect of both GSM info and trust on panic. (3) GSM info enhances trust in local government.	COVID-19 outbreak; clear theoretical framework (ELM); multi-method validation. Limitations: Focused only on government role—did not examine other actors like libraries; limited to Wuhan; future research could explore other variables within ELM framework.
14	Zhang, Y., Wang, Y., Yongsatianchot, N., Gaggiano, J. D., Suhaimi, N. M., Okrah, A., ... & Parker, A. G. (2024, May). Profiling the Dynamics of Trust & Distrust in Social Media: A Survey Study.	To explore how users perceive trust and distrust in social media platforms and how misinformation interventions impact these perceptions.	Quantitative survey of 1,769 U.S.-based participants; analysis of user responses to misinformation intervention features across platforms.	Trust, Distrust, Misinformation Interventions, Social Media Platforms, User Perceptions.	Trust and distrust are independent constructs that can co-exist. Misinformation interventions increase awareness and trust but do not significantly reduce distrust. Trust/distrust perceptions vary by demographics and platforms.	Strengths: Large-scale, representative survey; novel dual-perspective on trust/distrust; relevant to current digital misinformation landscape. Limitations: U.S.-only population; limited to certain platforms and features; no experimental baseline for comparison; tools require more ecological validation.
15	Dyer, J., & Kolic, B. (2020). Public risk perception and emotion on Twitter during the Covid-19 pandemic.	To analyze the evolution of public emotion and attention on Twitter during the COVID-19 pandemic and how these reflect risk perception patterns.	Quantitative natural language processing (NLP) of ~20 million COVID-19-related tweets from 12 countries; semantic network	Risk perception, psychophysical numbing, public emotion, attention, mortality salience, linguistic network, Twitter discourse.	Increased focus on mortality occurred with decreased emotional expression and increased analytic tone indicative of psychophysical numbing. Public emotional responses followed Weber Fechner and	Strengths: Innovative use of psychophysical modelling and large cross-country Twitter dataset; combines NLP, network science, and

analysis; psychophysical modelling (Weber–Fechner & power law).	power law patterns, revealing differences in sensitivity by country.	psychological theory. Limitations: Includes non-human accounts (e.g. bots); ignores dialectical differences; demographic biases in social media use; linguistic dictionary generalization.

Source: Processed data, 2025

The social media strategies of young leaders play a crucial role in shaping public emotional dynamics, particularly in times of crisis or sociopolitical unrest. Costa et al. (2015) argue that emotions such as anger and hope—frequently expressed through tweets during the Brazilian protests significantly contributed to mass mobilization, showing how public emotion can be strategically harnessed to drive collective engagement. This is further reinforced by Surian et al. (2016), who found that the spread of negative emotions like fear and outrage on Twitter could swiftly influence public opinion and either strengthen solidarity or deepen societal divisions. Complementing these findings, Naskar et al. (2020) emphasize that emotional transitions on social media are community-dependent and dynamic, requiring strategic communication approaches that adapt to changing emotional climates.

In building public trust, authenticity in communication becomes a key factor. Enli and Rosenberg (2018) note that younger audiences are more responsive to leaders who appear sincere and emotionally transparent in their digital communications. Groshek and Koc-Michalska (2017) further emphasize that a personalized and humanistic tone in social media campaigns tends to generate higher levels of political participation, especially among youth. While Effing and Spil (2016) propose a strategic framework for institutional social media use, they also highlight a gap in applications tailored to individual leaders. This observation is echoed in the earlier work by Effing, van Hillegersberg, and Huibers (2011), suggesting a need for frameworks that address the unique challenges and potential of young, independent digital actors.

One of the significant challenges young leaders face is navigating the spread of disinformation, which has profound implications for public sentiment. Shahbazi and Bunker (2024) point out that misinformation on social platforms can rapidly erode public trust in institutions, particularly during times of societal upheaval. Szebeni (2024) adds that an individual's capacity to evaluate the credibility of online content shapes their emotional reactions and trust levels. In this context, young leaders must prioritize transparency, fact-checking, and timely response to mitigate the emotional consequences of disinformation and retain credibility.

Social media is also a powerful tool for political mobilization, often driven by emotional triggers. Theocharis et al. (2015) explain that political participation online is frequently sparked by emotions like anger and solidarity, which can fuel online and offline activism. Supporting this, Hutto et al. (2015) demonstrate how sentiment analysis of tweets can uncover early indicators of public engagement, providing empirical guidance for designing emotionally intelligent campaigns. During the COVID-19 pandemic, social media became a primary outlet for emotional expression. Lins and Aquino (2020) observed that anger and dissatisfaction toward governmental handling of the crisis dominated online discourse, while in India, citizens

turned to social media to express their despair and frustration with health system failures, as reported by Shirish and Mishra (2021).

Beyond moments of crisis, social media functions as a space for democratic expression, especially for younger generations. Gerbaudo (2016) contends that platforms like Twitter have redefined how collective aspirations, hopes, and frustrations are projected—transforming traditional demonstrations into organized digital campaigns. Young leaders who are adept at crafting emotionally resonant narratives can thus act as agents of social and political change. However, such influence requires high levels of emotional literacy and digital competency. Kıcı Kalafatoğlu (2021) underscores the importance of emotional tone and clarity in crisis communication on Twitter, highlighting that effective messaging must not only inform but also emotionally connect with the audience.

Taken together, these studies illustrate that young leaders possess great potential to shape public sentiment through authentic, adaptive, and data-informed social media strategies. Effective communication must address emotional dynamics, guard against misinformation, and actively foster trust and participation. Future research should explore the development of emotion-centered strategic frameworks to assist young leaders in designing impactful digital communication in the evolving landscape of the social media age.

While this synthesis provides valuable insights into the emotional dynamics shaped by young leaders' use of social media, several limitations should be acknowledged. First, the selected studies span diverse geopolitical and cultural contexts, which may limit the generalizability of findings across regions. Second, most articles rely heavily on Twitter data, potentially overlooking the nuances of emotional expression on other platforms such as Instagram, TikTok, or Facebook. Additionally, emotional responses are often inferred through sentiment analysis or keyword tracking, which may not fully capture the depth, complexity, or cultural variation of public sentiment. Lastly, the reviewed studies focus largely on crises and political events, leaving emotional dynamics during non-crisis communication underexplored.

CONCLUSION

This study highlights the pivotal role young leaders play in shaping public emotion through strategic social media engagement. Through a thematic synthesis of fifteen scholarly articles, it is evident that digital platforms are not only tools for disseminating information but also arenas for emotional influence and political mobilization. Young leaders who exhibit authenticity, emotional intelligence, and transparency are more successful in fostering trust, mobilizing public sentiment, and navigating disinformation. These findings affirm the growing importance of emotional dynamics in political communication and emphasize the need for youth-centric frameworks that address the affective dimensions of digital leadership.

Future Research

Future research should aim to develop integrated, emotion-centered strategic communication frameworks tailored specifically for young leaders navigating digital political spaces. Longitudinal studies could provide deeper insight into how emotional narratives evolve over time and influence civic behavior across different phases of political or societal events. Comparative studies across multiple social media platforms are also essential to capture platform-specific emotional dynamics. Moreover, incorporating qualitative methods such as interviews, discourse analysis, or ethnographic observation may enrich the understanding of emotional impact beyond what computational tools can detect. Exploring the role of emotional literacy training in leadership development programs may also open new avenues for empowering emerging leaders in the digital age.

REFERENCE

An, L., An, N., Li, G., & Yu, C. (2022). Research on the dynamic mechanism of group emotional expression in the crisis. Telematics and Informatics, 71, 101829.

Allo, K. P. (2020). Google Scholar Metrics, Pengaruhnya Pada Jurnal Ilmiah. Khizanah Al-Hikmah: Jurnal Ilmu Perpustakaan, Informasi, Dan Kearsipan, 8(1), 97–104.

Au, A., & Chew, M. (2017). How do you feel? Managing emotional reaction, conveyance, and detachment on Facebook and Instagram. Bulletin of Science, Technology & Society, 37(3), 127-137.

Busher, J., Giurlando, P., & Sullivan, G. B. (2018). Introduction: The emotional dynamics of backlash politics beyond anger, hate, fear, pride, and loss. Humanity & Society, 42(4), 399–409. https://doi.org/10.1177/0160597618802503

Bree, R. T., & Gallagher, G. (2016). Using Microsoft Excel To Code And Thematically Analyse Qualitative Data: A Simple, Cost-Effective Approach. All Ireland Journal Of Higher Education, 8(2).

Bramer, W. M., Rethlefsen, M. L., Kleijnen, J., & Franco, O. H. (2017). Optimal Database Combinations For Literature Searches In Systematic Reviews: A Prospective Exploratory Study. Systematic Reviews, 6, 1–12.

Brosi, P., & Schuth, M. (2020). Leaders' Emotion Expressions in Digital Communication: Social Distance in Leader–Follower Relationships. In Emotions and service in the digital age (pp. 95-103). Emerald Publishing Limited.

Booth, A., Sutton, A., & Papaioannou, D. (2016). Systematic Approaches to a Successful Literature Review. SAGE Publications.

Costa, J., Rotabi, R., Murnane, E., & Choudhury, T. (2015). It is not only about grievances: emotional dynamics in social media during the Brazilian protests. In Proceedings of the international AAAI conference on web and social media, 9(1), 594-597.

Cíbik, M. (2022). Freedom, Resentment and Anger: Emotions in Political Societies. Politologický časopis-Czech Journal of Political Science, 29(2), 125-140.

Chavez, J. V., Garil, B. A., Padrique, C. B., Askali, S. T., & Indama, A. C. (2024). Assessing innovative and responsive young leaders in public service: Lens from community clientele. Environment and Social Psychology, 9(9).

Chaffey, D., & Ellis-Chadwick, F. (2019). Digital marketing. Pearson uk.

Demirgüneq, B. K. (2023). Formulating a social media strategy. In Social Media Analytics in Predicting Consumer Behavior (pp. 46-64). CRC Press.

Duncombe, C. (2019). Digital diplomacy: Emotion and identity in the public realm. The Hague Journal of Diplomacy, 14(1-2), 102-116.

Dyer, J., & Kolic, B. (2020). Public risk perception and emotion on Twitter during the Covid-19 pandemic. Applied Network Science, 5(1), 99.

Enli, G., & Rosenberg, L. T. (2018). Trust in the age of social media: Populist politicians seem more authentic. Social media+ society, 4(1), 2056305118764430.

Effing, R., & Spil, T. A. (2016). The social strategy cone: Towards a framework for evaluating social media strategies. International journal of information management, 36(1), 1-8.

Faraoni, M., Bandinelli, R., & Rinaldi, R. (2017). Social media strategy in the italian fashion industry: A new model of analysis. In Business Models and ICT Technologies for the Fashion Supply Chain: Proceedings of IT4Fashion 2016 6 (pp. 253-269). Springer International Publishing.

Felix, R., Rauschnabel, P. A., & Hinsch, C. (2017). Elements of strategic social media marketing: A holistic framework. Journal of Business Research, 70, 118–126. https://doi.org/10.1016/j.jbusres.2016.05.001

Garrett, H. J., & Alvey, E. (2021). Exploring the emotional dynamics of a political discussion. Theory & Research in Social Education, 49(1), 1-26.

Houben, M., Van Den Noortgate, W., & Kuppens, P. (2015). The relation between short-term emotion dynamics and psychological well-being: A meta-analysis. Psychological bulletin, 141(4), 901.

Hornyak, N., Patterson, P., Orchard, P., Allison, K. R., & Canteen Youth Leadership Working Group. (2022). Support, develop, empower: The co-development of a youth leadership framework. Children and Youth Services Review, 137, 106477.

Kuppens, P. (2015). It's about time: A special section on affect dynamics. Emotion Review, 7(4), 297-300.

Kuppens, P., & Verduyn, P. (2017). Emotion dynamics. Current Opinion in Psychology, 17, 22-26.

M Kouzes, J., & Z Posner, B. (2023). The leadership challenge: How to make extraordinary things happen in organizations.

Naskar, D., Singh, S. R., Kumar, D., Nandi, S., & Rivaherrera, E. O. D. L. (2020). Emotion dynamics of public opinions on twitter. ACM Transactions on Information Systems (TOIS), 38(2), 1-24.

Papp, G., El-Gayar, O. F., & Lovaas, P. (2020). Citizen Trust in the United States Government: Twitter Analytics Measuring Trust in Government Sentiments.

Page, M. J., McKenzie, J. E., Bossuyt, P. M., Boutron, I., Hoffmann, T. C., Mulrow, C. D., ... & Moher, D. (2021). The PRISMA 2020 statement: an updated guideline for reporting systematic reviews. bmj, 372.

Provenzano, J., Bastiaansen, J. A., Verduyn, P., Oldehinkel, A. J., Fossati, P., & Kuppens, P. (2018). Different aspects of the neural response to socio-emotional events are related to instability and inertia of emotional experience in daily life: An fMRI-ESM study. Frontiers in Human Neuroscience, 12, 501.

Rahbarqazi, M., & Ebrahimi, M. (2024). Analyzing political distrust as a driving factor for protesting political actions in the context of security threats and political corruption. Strategic Research on Social Problems, 13(3), 131–149. https://doi.org/10.22108/srspi.2024.142829.2037

Ringmar, E. (2018). What are public moods?. European Journal of Social Theory, 21(4), 453-469.

Rahmanti, A. R., Ningrum, D. N. A., Lazuardi, L., Yang, H. C., & Li, Y. C. J. (2021). Social media data analytics for outbreak risk communication: public attention on the "New Normal" during the COVID-19 pandemic in Indonesia. Computer Methods and Programs in Biomedicine, 205, 106083.

Redmond, S., & Dolan, P. (2016). Towards a conceptual model of youth leadership development. Child & Family Social Work, 21(3), 261-271.

Saputra, F., & Kamilah, K. (2024, July). Youth leadership in ecotourism. In IOP Conference Series: Earth and Environmental Science (Vol. 1366, No. 1, p. 012034). IOP Publishing.

Seibt, B., Schubert, T. W., Zickfeld, J. H., & Fiske, A. P. (2019). Touching the base: heart-warming ads from the 2016 US election moved viewers to partisan tears. Cognition and Emotion, 33(2), 197-212.

Schmodde, L., & Wehner, M. C. (2023). Employee reactions to leader emotional display strategies in a crisis situation. European Management Review, 20(3), 543-560.

Szebeni, Z. (2024). "The Truth Always Comes Out": Disinformation and the Dynamics of Truth in Hungary's Sociopolitical Landscape.

Shahbazi, M., & Bunker, D. (2024). Social media trust: Fighting misinformation in the time of crisis. International Journal of Information Management, 77, 102780.

Tuten, T. L. (2023). Social media marketing.

Vasquez, C. A., Niven, K., & Madrid, H. P. (2020). Leader interpersonal emotion regulation and follower performance. Journal of Personnel Psychology, 19(2), 97.

Wahl-Jorgensen, K. (2019). Emotions, media and politics. John Wiley & Sons.

Yang, A., & Sun, J. (2024). The influence of follower reactions on political leaders' environmental policy communication: toward a social-mediated dynamic influence framework. Journal of Applied Communication Research, 52(5), 576-600.

Zhou, S., Yang, X., Wang, Y., Zheng, X., & Zhang, Z. (2023). Affective agenda dynamics on social media: interactions of emotional content posted by the public, government, and media during the COVID-19 pandemic. Humanities and Social Sciences Communications, 10(1), 1-10.

Zhang, Y., Wang, Y., Yongsatianchot, N., Gaggiano, J. D., Suhaimi, N. M., Okrah, A., ... & Parker, A. G. (2024, May). Profiling the Dynamics of Trust & Distrust in Social Media: A Survey Study. In Proceedings of the 2024 CHI Conference on Human Factors in Computing Systems (pp. 1-24).

Zhai, S., Li, Y. J., & Chi, M. (2022). The impact of government social media information quality on public panic during the infodemic. Frontiers in Psychology, 13, 908213.